



WPXI  
P.O. Box 640132  
Pittsburgh, PA 15264-0132  
ph: (412) 237-1100  
fx: (412) 237-2247

Advertiser  
Agency  
Buyer  
Salesperson

Pol/R Casey/D/US Senate (16759)  
Shorr & Associates (2909)  
D'ETTORRE, MICHAEL  
Telerep/Washington DC, Washington DC (1040)  
ph: (555) 555-5555  
Political - Federal Candidate (1067)  
POL/R CASEY/D/SEN/PA (134170)  
National/Political  
/06301930

Invoice 630987  
Inv Date 9/30/2012  
Terms Net 30  
Contract 329795  
Bill Type Standard  
Period 8/27/2012 - 9/30/2012

Shorr & Associates  
1831 Chestnut Street  
Philadelphia, PA 19103

AgM

Product  
Brand  
Acct Types  
Est/Headline  
Demo  
Revision  
Comments

BOB CASEY 9/4  
\*\*\*\*\* THIS IS A CASH IN ADVANCE

CO-OP/Order Type Yes/Normal  
Package  
Gen. Date 10/1/2012 10:58:26AM

Pittsburgh (WPXI)

## OFFICIAL BILLING INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Program	Copy/ISCI	Amount	Remarks
1.0	Contract Line Remarks:	<b>NFL STEELERS 805P-12M/1</b>							
	Sports- Lo	8:13:04PM-NBC Sun	Day, Su-1	09/09/12 11:42PM (Su)	00:30	NBC SUNDAY NIGHT FOOTBALL	BCTV1201H	\$20000.00	
2.0	Contract Line Remarks:	<b>NEWS 530-6A/3</b>							
	Spot	5:29:04AM-Channel	Day, Tu-1, W-1, Th-1	09/04/12 5:42AM (Tu)	00:30	Channel 11 News 530am	BCTV1204H	\$325.00	
	Spot	5:29:04AM-Channel	Day, Tu-1, W-1, Th-1	09/05/12 5:37AM (We)	00:30	Channel 11 News 530am	BCTV1204H	\$325.00	
	Spot	5:29:04AM-Channel	Day, Tu-1, W-1, Th-1	09/06/12 5:53AM (Th)	00:30	Channel 11 News 530am	BCTV1204H	\$325.00	
3.0	Contract Line Remarks:	<b>NEWS 7-9A/5</b>							
	Spot	7:00:04AM-Today Si	Day, Tu-1, W-1, Th-1	09/04/12 8:35AM (Tu)	00:30	Today Show	BCTV1202H	\$525.00	
	Spot	7:00:04AM-Today Si	Day, Tu-1, W-1, Th-1	09/05/12 8:41AM (We)	00:30	Today Show	BCTV1202H	\$525.00	
	Spot	7:00:04AM-Today Si	Day, Tu-1, W-1, Th-1	09/06/12 7:58AM (Th)	00:30	Today Show	BCTV1202H	\$525.00	
4.0	Contract Line Remarks:	<b>NEWS 530-6A/6</b>							
	Spot	5:29:04AM-Channel	Day, M-1	09/10/12 5:53AM (Mo)	00:30	Channel 11 News 530am	BCTV1201H	\$400.00	
5.0	Contract Line Remarks:	<b>TODAY 7-9A/7</b>							
	Spot	7:00:04AM-Today Si	Day, F-1	09/07/12 8:28AM (Fr)	00:30	Today Show	BCTV1201H	\$625.00	
6.0	Contract Line Remarks:	<b>TODAY 7-8A/8</b>							
	Spot	7:00:00AM- 8:00:00	Day, M-1	09/10/12 7:29AM (Mo)	00:30	Today Show	BCTV1204H	\$625.00	
7.0	Contract Line Remarks:	<b>JEOP 7-730P/9</b>							
	Spot	6:59:29PM-Jeopardy	Day, Tu-1, W-1, Th-1	09/04/12 7:06PM (Tu)	00:30	Jeopardy	BCTV1204H	\$1100.00	
	Spot	6:59:29PM-Jeopardy	Day, Tu-1, W-1, Th-1	09/05/12 7:26PM (We)	00:30	Jeopardy	BCTV1204H	\$1100.00	
	Spot	6:59:29PM-Jeopardy	Day, Tu-1, W-1, Th-1	09/06/12 7:13PM (Th)	00:30	Jeopardy	BCTV1201H	\$1100.00	
8.0	Contract Line Remarks:	<b>JEOP 7-730P/10</b>							
	Spot	6:59:29PM-Jeopardy	Day, F-1	09/07/12 7:24PM (Fr)	00:30	Jeopardy	BCTV1201H	\$1650.00	
9.0	Contract Line Remarks:	<b>WHEEL 730-8P/13</b>							
	Spot	7:30:04PM-WHEEL C	Day, F-1	09/07/12 7:42PM (Fr)	00:30	Wheel Of Fortune	BCTV1201H	\$1650.00	
10.0	Contract Line Remarks:	<b>WHEEL 730-8P/14</b>							
	Spot	7:30:04PM-WHEEL C	Day, M-1	09/10/12 7:42PM (Mo)	00:30	Wheel Of Fortune	BCTV1204H	\$1650.00	
11.0	Spot			09/08/12			1 preempt @ \$675.00	\$0.00	Marked as Did not Air
12.0	Contract Line Remarks:	<b>LATE NEWS/16</b>							
	Spot	11:00:00PM-11:35:00	Day, Tu-1, W-1, Th-1	09/04/12 11:31PM (Tu)	00:30	CHANNEL 11 NEWS AT 11P	BCTV1204H	\$1250.00	
	Spot	11:00:00PM-11:35:00	Day, Tu-1, W-1, Th-1	09/06/12 11:39PM (Th)	00:30	CHANNEL 11 NEWS AT 11P	BCTV1201H	\$1250.00	
12.0	Spot			09/05/12			1 preempt @ \$1250.00	\$0.00	Program Change
13.0	Contract Line Remarks:	<b>LATE NEWS/17</b>							
	Spot	10:59:34PM-CHANNE	Day, F-1	09/07/12 11:22PM (Fr)	00:30	CHANNEL 11 NEWS AT 11P	BCTV1201H	\$2000.00	
14.0	Contract Line Remarks:	<b>NEWS 530-6A/4</b>							
	Spot	5:29:04AM-Channel	Day, F-1	09/07/12 5:38AM (Fr)	00:30	Channel 11 News 530am	BCTV1201H	\$400.00	
15.0	Contract Line Remarks:	<b>JEOP 7-730P/11</b>							
	Spot	6:59:29PM-Jeopardy	Day, M-1	09/10/12 7:06PM (Mo)	00:30	Jeopardy	BCTV1201H	\$1650.00	
16.0	Contract Line Remarks:	<b>WHEEL 730-8P/12</b>							
	Spot	7:30:00PM- 8:00:00	Day, Tu-1, W-1, Th-1	09/04/12 7:47PM (Tu)	00:30	Wheel Of Fortune	BCTV1202H	\$1300.00	



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	Spot	7:30:00PM- 8:00:00	Day,Tu-1,W-1,Th-1	09/06/12 7:54PM (Th)	00:30	Wheel Of Fortune	BCTV1201H	\$1300.00	
16.0	Spot			09/05/12			1 preempt @ \$1300.00	\$0.00	Program Change
17.0	<b>Contract Line Remarks: LATE NEWS/18</b>								
	Spot	10:59:34PM-CHANNE	Day,M-1	09/10/12 11:28PM (Mo)	00:30	CHANNEL 11 NEWS AT 11P	BCTV1201H	\$2000.00	
18.0	<b>Contract Line Remarks: Bettis Show moved due to Live Sports</b>								
	Spot	5:00:00AM- 5:30:00	Day,Su-1	09/09/12 5:08AM (Su)	00:30	Jerome Bettis 5-530A	BCTV1201H	\$0.00	

REMIT TO: P.O. BOX 640132 PGH, PA 15264-0132

We warrant that the actual broadcast information shown on this invoice was taken from the official log.

Gross Total	\$43,600.00
Commission	(\$6,540.00)
Net Total	\$37,060.00

Total Spots 25